

### **REMARKS**

Claims 1-19 are pending in the present application. Claims 1, 3, 6, 9, 11, 15, 18 and 19 have been amended herewith. Reconsideration of the claims is respectfully requested.

#### **I. 35 U.S.C. § 103, Obviousness**

A. The Examiner rejected Claims 1, 2, 4-7, 9-12, 14-16, 18 and 19 under 35 U.S.C. § 103 as being unpatentable over Moon et al. (USPN 6,157,954) in view of Budd et al. (USPN 5,970,418). This rejection is respectfully traversed.

With respect to Claim 1, such claim recites a claimed feature of "concurrent with receiving the communication transmission, receiving a second transmission, *wherein the second transmission contains personal identification information about the party sending the communication transmission*" (emphasis added by Applicants). As can be seen, Claim 1 is directed to a unique way of sending personal identification information about a party sending a communication transmission. This personal identification information is contained in a received second transmission, the second transmission being received concurrent with receiving the communication transmission for which the party identification is associated with. Thus, Claim 1 advantageously provides an ability to identify the party sending the communication transmission by *concurrently receiving a second transmission that contains the personal identification information of the party sending the communication transmission* while receiving such communication transmission. None of the cited references teach any ability to provide or otherwise receive party identification information with respect to a party who is sending a transmission while receiving such transmission. The cited Moon reference alludes to use of electronic business cards, but there is no teaching or other suggestion of sending such business card *to identify the sender of the transmission*, either concurrently (as claimed) or otherwise. The cited Budd reference alludes to a telephone having computing capabilities, but the reference describes that the computer operation is an independent operation when the phone is being used for conversation purposes. For example, as stated by Budd at col. 4, lines 46-51:

Alternatively, the integrated computer could be stand alone, or receive (and optionally transmit) digital data separate from the phone handset. This would allow a user to speak on the handset phone while using the integrated computer. Still another option is for the virtual image to be that of the person the user is speaking to on the handset phone.  
(emphasis added by Applicants)

As can be seen, Budd contemplates that while the phone is being used in a traditional speech mode, the computer can be used in a separate, stand-alone mode. There is no teaching or suggestion that the voice mode and the separate stand-alone computer mode co-act with one another. Rather, they are independent and stand-alone operations. Importantly, there is no teaching or suggestion of any ability to provide or otherwise receive party identification information with respect to a party who is sending a transmission, either concurrently (as claimed) or otherwise. Quite simply, none of the references teach any type of communicating party identification information at all. Thus, it is urged that Claim 1 is not obvious in view of the cited references, as there is at least one missing claimed feature not taught or suggested by either cited reference. Applicants have amended Claim 1 to further emphasize this distinction and the resulting advantages. It is therefore requested that the Examiner withdraw such rejection, and allow Claim 1.

Applicants traverse the rejection of Claims 2, 4-7, 9-12, 14-16, 18 and 19 for similar reasons to those given above with respect to Claim 1.

Therefore, the rejection of Claims 1, 2, 4-7, 9-12, 14-16, 18 and 19 under 35 U.S.C. § 103 has been overcome.

**B.** The Examiner rejected Claims 3, 8, 13 and 17 under 35 U.S.C. § 103 as being unpatentable over Moon in view of Budd, as applied to Claims 1 and 6, and further in view of IMC ("vCard: The Electronic Business Card", White Paper, January 1, 1997). This rejection is respectfully traversed.

Applicants initially traverse the rejection of Claim 3 (and similarly for Claims 8, 13 and 17) for similar reasons to those given above with respect to independent Claim 1 (of which Claim 3 depends upon).

Applicants further traverse the rejection of Claim 3 (and similarly for Claims 8, 13 and 17) by showing that none of the cited references teach or suggest the claimed feature of storing personal identification information *that is contained in a second transmission* on a server. In rejecting this aspect of Claim 3, the Examiner states that the cited IMC reference teaches the storage of an electronic business card on a server. Applicants urge that, to the contrary, the cited reference alludes to *filling in a homepage server form that resides on a homepage server* with information from an electronic card. There is no teaching or other suggestion that the card itself is stored on the server – rather, the form to be filled in is stored on the server. In any event, Applicants have amended Claim 3 to further emphasize and distinguish this claimed feature from the teachings of the cited references. Applicants urge that none of the cited references teach or otherwise suggest storage and retrieval of personal information on a server that is then included in a second transmission to identify a party of a first transmission. This claimed feature advantageously provides an ability for a user to use a common location for maintaining personal identification information while using a variety of different types of devices that are operable to identify the user during a data transmission (Specification page 17, lines 13-15; page 17, line 18 – page 2). Thus, it is respectfully requested that the rejection of Claim 3 (and similarly for Claims 8, 13 and 17) be withdrawn, and allowed.

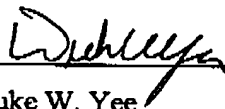
Therefore, the rejection of Claims 3, 8, 13 and 17 under 35 U.S.C. § 103 has been overcome.

**II. Conclusion**

It is respectfully urged that the subject application is patentable over the cited references and is now in condition for allowance. The Examiner is invited to call the undersigned at the below-listed telephone number if in the opinion of the Examiner such a telephone conference would expedite or aid the prosecution and examination of this application.

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Respectfully submitted,

  
Duke W. Yee  
Reg. No. 34,285  
Wayne P. Bailey  
Reg. No. 34,289  
Yee & Associates, P.C.  
P.O. Box 802333  
Dallas, TX 75380  
(972) 385-8777  
Attorneys for Applicants